

MOCKUPS ILLUSTRATING INDUSTRY LITERAL,

INDUSTRY STANDARD AND STAFF LITERAL

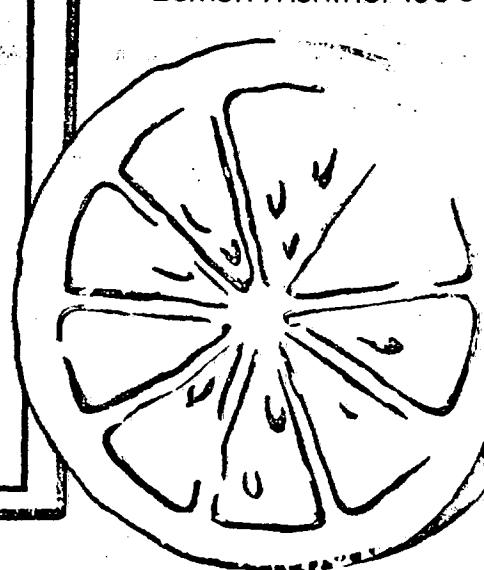
14 PT. WARNING STATEMENT

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Lemon-aid for me

Ebony - 1/75

14 pt. - Industry Literal



All menthols promise a fresh, cool taste. But there's only one menthol with a dash of lemon freshness. So it tastes fresher than the others and gives you a smoother cool. Twist. The one and only lemon menthol.

Twist
Lemon Menthol 100's

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

17 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report March '74.

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